

MARTA Fall 1989 BUS Passenger Survey
Assignment Control Log

Report to: 4TH ST & MANOR DR PARK & RI
at: 4:43 AM

Board Route 120, Block 3 Bus

BEGIN SURVEY IMMEDIATELY

Weekday Assignment A501, Page 1

Surveyor's Name: _____

Date: _____ Weather: _____

Editor's Name: _____

Record the first and last Serial Number of every card deck OPENED on this assignment

| <u>Deck</u> | <u>Top Card Serial Number</u> | <u>Bottom Card Serial Number</u> | <u>Deck</u> | <u>Top Card Serial Number</u> | <u>Bottom Card Serial Number</u> |
|-------------|-----------------------------------|--------------------------------------|-------------|-----------------------------------|--------------------------------------|
| 1 | ----- | ----- | 4 | ----- | ----- |
| 2 | ----- | ----- | 5 | ----- | ----- |
| 3 | ----- | ----- | 6 | ----- | ----- |

TRANSFER INSTRUCTIONS:

Surveyor's Comments:

IF YOU HAVE PROBLEMS OR QUESTIONS, CALL 848-5309 (DAY) OR 239-0677 Ext 811 (NIGHT)

EXHIBIT 1-2: TRIP DETAIL PAGE, BUS

| Assignment A501, Trip 5176, Page 2 | | | | | | |
|---|----|----|----|----|----|----|
| Lv. 4TH ST & MANOR DR PARK & RIDE Schedule Time 5:03 AM Route 120, Block 3 Actual Time _ _ : _ _ _ M Card Number _ _ _ _ _ | BF | BM | WF | WM | OF | OM |
| Ar. E Ponce De Leon & N Claredon Actual Time _ _ : _ _ _ M Card Number _ _ _ _ _ | BF | BM | WF | WM | OF | OM |
| END OF LINE Ar. AVONDALE STATION (NORTH) Actual Time _ _ : _ _ _ M Card Number _ _ _ _ _ | | | | | | |

EXHIBIT 1-3: CARD SERIAL NUMBER LOG, RAIL

| MARTA Fall 1989 RAIL Passenger Survey Assignment Control Log Report to: Hightower at: 4:31 PM Board Train 110, Car 2 on the EASTBOUND track BEGIN SURVEY IMMEDIATELY | Weekday Assignment A038, Page 1 Surveyor's Name: _____ Date: _____ Weather: _____ Editor's Name: _____ | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|----------------------------------|----------------------------------|---|-----------|-----------|---|-----------|-----------|---|-----------|-----------|---|-------------|-------------------------------|----------------------------------|---|-----------|-----------|---|-----------|-----------|---|-----------|-----------|
| Record the first and last Serial Number of every card deck OPENED on this assignment | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; width: 10%;"><u>Deck</u></th> <th style="text-align: left; width: 40%;"><u>Top Card Serial Number</u></th> <th style="text-align: left; width: 40%;"><u>Bottom Card Serial Number</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">- - - - -</td> <td style="text-align: center;">- - - - -</td> </tr> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">- - - - -</td> <td style="text-align: center;">- - - - -</td> </tr> <tr> <td style="text-align: center;">3</td> <td style="text-align: center;">- - - - -</td> <td style="text-align: center;">- - - - -</td> </tr> </tbody> </table> | <u>Deck</u> | <u>Top Card Serial Number</u> | <u>Bottom Card Serial Number</u> | 1 | - - - - - | - - - - - | 2 | - - - - - | - - - - - | 3 | - - - - - | - - - - - | <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; width: 10%;"><u>Deck</u></th> <th style="text-align: left; width: 40%;"><u>Top Card Serial Number</u></th> <th style="text-align: left; width: 40%;"><u>Bottom Card Serial Number</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">4</td> <td style="text-align: center;">- - - - -</td> <td style="text-align: center;">- - - - -</td> </tr> <tr> <td style="text-align: center;">5</td> <td style="text-align: center;">- - - - -</td> <td style="text-align: center;">- - - - -</td> </tr> <tr> <td style="text-align: center;">6</td> <td style="text-align: center;">- - - - -</td> <td style="text-align: center;">- - - - -</td> </tr> </tbody> </table> | <u>Deck</u> | <u>Top Card Serial Number</u> | <u>Bottom Card Serial Number</u> | 4 | - - - - - | - - - - - | 5 | - - - - - | - - - - - | 6 | - - - - - | - - - - - |
| <u>Deck</u> | <u>Top Card Serial Number</u> | <u>Bottom Card Serial Number</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | - - - - - | - - - - - | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | - - - - - | - - - - - | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | - - - - - | - - - - - | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Deck</u> | <u>Top Card Serial Number</u> | <u>Bottom Card Serial Number</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | - - - - - | - - - - - | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | - - - - - | - - - - - | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | - - - - - | - - - - - | | | | | | | | | | | | | | | | | | | | | | | |
| TRANSFER INSTRUCTIONS: | | | | | | | | | | | | | | | | | | | | | | | | | |
| Surveyor's Comments: | | | | | | | | | | | | | | | | | | | | | | | | | |
| IF YOU HAVE PROBLEMS OR QUESTIONS, CALL 848-5309 (DAY) OR 239-0677 Ext 811 (NIGHT) | | | | | | | | | | | | | | | | | | | | | | | | | |

EXHIBIT 1-3: TRIP DETAIL PAGE, RAIL

| Train 110, Car 2 | | Assignment A038, Trips 0295 and 0296, Page 2 | | | | | |
|-----------------------------|----------|--|--------|-------------|-------|-------|-------|
| Station | Schedule | Actual Time | | Card Number | Board | Type | |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | | | | | | Car | Door |
| Lv. Hightower | 4:51 PM | -- | : -- M | ----- | ----- | [] | [] |
| Ar. West Lake | | -- | : -- M | ----- | ----- | [] | [] |
| Ar. Ashby | | -- | : -- M | ----- | ----- | [] | [] |
| Ar. Vine City | | -- | : -- M | ----- | ----- | [] | [] |
| Ar. Omni | | -- | : -- M | ----- | ----- | [] | [] |
| Ar. Five Points | 5:00 PM | -- | : -- M | ----- | ----- | [] | [] |
| Ar. Georgia State | | -- | : -- M | ----- | ----- | [] | [] |
| Ar. King Memorial | | -- | : -- M | ----- | ----- | [] | [] |
| Ar. Inman Park/Reynoldstown | | -- | : -- M | ----- | ----- | [] | [] |
| Ar. Edgewood/Candler Park | | -- | : -- M | ----- | ----- | [] | [] |
| Ar. East Lake | | -- | : -- M | ----- | ----- | [] | [] |
| Ar. Decatur | | -- | : -- M | ----- | ----- | [] | [] |
| END OF LINE | | | | | | | |
| Ar. Avondale | 5:14 PM | -- | : -- M | ----- | 0 | | |

EXHIBIT 2-2
MODE OF ARRIVAL SURVEY QUESTIONNAIRE

Location Name _____

Page 1 of _____

Survey Date ____/____/1989

Weather _____

Start Time ____ : ____ AM PM

Surveyor _____

Stop Time ____ : ____ AM PM

Editor _____

BE COURTEOUS. THANK EACH PERSON YOU SPEAK TO EVEN IF THEY REFUSE TO RESPOND.

-
1. How did you get here (to this station) today? [] 9 Refused (go to 3.)
- [] 1 Walked
- [] 2 Rode a bike
- [] 3 Was dropped off. By a bus? (check 4). By a taxi? (check 5).
- [] 4 Rode a bus
- [] 5 Rode in a taxi
- [] 6 Drove or rode in a car parked here. How many people including yourself rode in the car? ____
2. Are you going to a train or a bus?
- [] 1 Train
- [] 2 Bus
3. By observation the respondent is [] 1 Male [] 2 Female
- [] 1 Black [] 2 White [] 3 Asian [] 4 Other
-

1. How did you get here (to this station) today? [] 9 Refused (go to 3.)
- [] 1 Walked
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- [] 1 Black [] 2 White [] 3 Asian [] 4 Other
-

EXHIBIT 3-1
SPECIAL ATTITUDINAL SURVEY FORM - BUS

Time : AM/PM Platform:

HELLO, I'M TAKING A SHORT SURVEY FOR MARTA. DID YOU ARRIVE HERE ON THE TRAIN?

If the respondent says YES, say THANK YOU and stop here.
Reuse this page for the next respondent.

By observation, the respondent is:

☐1 Male ☐2 Female
☐1 Black ☐2 White ☐3 Asian ☐4 Other

I'D LIKE YOUR OPINION ON SOME IMPORTANT TOPICS.

If the respondent refuses to answer check here ☐ and say THANK YOU.
Use a new page for the next respondent.

- HOW LONG HAVE YOU BEEN USING MARTA?
☐1 Under 1 month ☐2 1 - 6 months ☐3 7 - 12 months ☐4 Over 12 months
- HOW MANY DAYS A WEEK DO YOU USUALLY RIDE MARTA?
☐1 One ☐3 Three ☐5 Five ☐7 Seven
☐2 Two ☐4 Four ☐6 Six
- WHERE ARE YOU GOING NOW? (If the answer is HOME ask WHERE ARE YOU COMING FROM?)
☐1 Work ☐2 School ☐3 Shopping ☐4 Other
- WHAT KIND OF TRIP DO YOU MAKE MOST OFTEN ON MARTA?
☐1 Work ☐2 School ☐3 Shopping ☐4 Other
- PLEASE RATE MARTA ON THE FOLLOWING:
- | | Very Good | Good | OK | Poor | Very Poor |
|--------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Security | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Cost of Service | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cleanliness | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Time Between Buses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
- IF YOU HAD TO WAIT A FEW MINUTES MORE FOR A BUS, WOULD YOU USE IT LESS OFTEN?
☐1 No
If YES, Would you: ☐2 Stop riding ☐3 Ride much less often ☐4 Ride a little less often
- HOW DO YOU NORMALLY PAY TO RIDE MARTA? (Check only one)
☐1 Cash/Token ☐3 Weekly Transcard
☐2 Senior or Handicapped Pass ☐4 Monthly Transcard
- If the response is Cash/Token: say, BASED ON 85 CENTS
 S/H Pass: 40 CENTS
 Weekly TC: 8 DOLLARS
 Monthly TC: 32 DOLLARS
- HOW MUCH MORE WOULD YOU PAY FOR MARTA SERVICE WITHOUT CHANGING HOW OFTEN YOU RIDE? \$.

► THANK YOU FOR YOUR HELP

SPECIAL ATTITUDINAL SURVEY FORM - RAIL

Time ____: ____ AM/PM

Boarding Station: _____

By observation, the respondent is:

- ☐1 Male ☐2 Female
☐1 Black ☐2 White ☐3 Asian ☐4 Other

HELLO, I'M TAKING A SHORT SURVEY FOR MARTA AND WOULD LIKE YOUR OPINION ON SOME IMPORTANT TOPICS.

If the respondent refuses to answer check here ☐ and say THANK YOU.

Use a new page for the next respondent.

- ▶ HOW LONG HAVE YOU BEEN USING MARTA?
☐1 Under 1 month ☐2 1 - 6 months ☐3 7 - 12 months ☐4 Over 12 months
- ▶ HOW MANY DAYS A WEEK DO YOU USUALLY RIDE MARTA?
☐1 One ☐3 Three ☐5 Five ☐7 Seven
☐2 Two ☐4 Four ☐6 Six
- ▶ WHERE ARE YOU GOING NOW? (If the answer is HOME ask WHERE ARE YOU COMING FROM?)
☐1 Work ☐2 School ☐3 Shopping ☐4 Other
- ▶ WHAT KIND OF TRIP DO YOU MAKE MOST OFTEN ON MARTA?
☐1 Work ☐2 School ☐3 Shopping ☐4 Other
- ▶ DO YOU ALSO RIDE MARTA BUSES? ☐1 No ☐2 Yes
- ▶ PLEASE RATE MARTA ON THE FOLLOWING:
- | | Very Good | Good | OK | Poor | Very Poor |
|---------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Security | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Cost of Service | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cleanliness | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Time Between Trains | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
- If the respondent also rides the bus ask:
- | | Very Good | Good | OK | Poor | Very Poor |
|--------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Time Between Buses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- ▶ IF YOU HAD TO WAIT A FEW MINUTES MORE FOR A TRAIN, WOULD YOU RIDE LESS OFTEN?
☐1 No
 If YES, Would you: ☐2 Stop riding ☐3 Ride much less often ☐4 Ride a little less often

If the respondent also rides the bus ask:

- ▶ IF YOU HAD TO WAIT A FEW MINUTES MORE FOR A BUS, WOULD YOU USE IT LESS OFTEN?
☐1 No
 If YES, Would you: ☐2 Stop riding ☐3 Ride much less often ☐4 Ride a little less often

- ▶ HOW DO YOU NORMALLY PAY TO RIDE MARTA? (Check only one)
☐1 Cash/Token ☐3 Weekly Transcard
☐2 Senior or Handicapped Pass ☐4 Monthly Transcard

- ▶ If the response is Cash/Token: say, BASED ON 85 CENTS
 S/H Pass: 40 CENTS
 Weekly TC: 8 DOLLARS
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HOW MUCH MORE WOULD YOU PAY FOR MARTA SERVICE WITHOUT CHANGING HOW OFTEN YOU RIDE? \$ ____.

- ▶ THANK YOU FOR YOUR HELP